



## HELLO, I'M EMMA!

### I am an Intuitive Communications Strategist and Storyteller.

I am a **Charismatic Idea Generator** who is **Empathetic** and has a **Heightened Emotional Intelligence**. People draw comfort and a deeper self-awareness from my communication style.

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### Do you want to create depth or distance?

My genius is amplifying your confidence surrounding your strengths and hyping up your magic to the right connections. I turn your fears into tangible actions to take to further your brand's unique presence.

I believe that we start with the business owner first, cultivating an authentic personal brand and letting the business thrive from the 'trickle down effect.'

As a **Writer and Personal Branding Adviser with a Media Events Producing and Consulting background**, I am able to identify the diverse communication needs helping you forge a powerful pathway toward your chosen success.

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## THE MONIKER MEANS LESS EGO, MORE HEART.

**EGOxLESS** started as a blog for healing and growth as I am endlessly fascinated with the human condition and how we **can** optimize ourselves to be of service. I use the term: trauma-informed as I like to find the light in those heavier emotional situations to understand our presence and value in the world and to pay it forward.

**I love to work with compassionate people who have a growth mindset**, preferring solopreneurs and small teams to cultivate intimacy. I gravitate toward the wellness space for its mandate, not its glamour—everything from holistic products to service professionals looking to help and train others. My forever soft spot is for my fellow content creators, having spent many years surrounded by indie filmmakers and producers and all those in-between. I believe that the ideal crux for me is bringing my different interests and tools together to support other's growth. **How do I do this?**

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# SERVICE PACKAGES

## THE FOUNDATIONS:

### INTUITIVE CONTENT STRATEGY SESSION

\$400/one 2 hour meeting + prep and follow-up (or quarterly sessions \$1200 for 12 months)

Idea Generation at its finest. I focus on getting to know you and help you build your personal brand to shine through in your business. We will discuss the types of content best suited for your promotion, matching it with the energy you can (and want) to give to it.

My process blends my archetypes of Momager, Entrepreneur, Coach and Friend, with a little bit of woo woo mixed into my professional savvy. I will send you an assessment in advance, which includes: 12 month professional goals, personality profiling info such as Myers Briggs, Human Design, and we get a little astrological in the meeting.

Following your completion of the assessment, we will have a 2 hour strategy meeting. I will wrap up by sending you a Brand Communication Dossier based on our dialogue with communication strategies as next steps so that you can take inspired action. I will also follow-up with any applicable content, resources or referrals.

\*I also hold these sessions for individuals in a business to cultivate better communication within the team. Please inquire about Corporate Services.\*

\*If any of my ideas bring forth business growth, we will arrange an ongoing commission structure.\*

### THOUGHTFUL WEBPAGE COPY

\$1000/4 pages, max 800 words

Having written my own and multiple other client's webpage copy, it's important to have solid copy for better SEO direction to your site and showing up on Google. There are some finite details to use here in order to make this happen, and I've determined what they are from direct experience. **Think like you're the one searching for something then be that masterful writer.**

- Your 4 main webpages with copy written from scratch (Home, About, Services, Contact)
- Client provides content and parameters (creative brief will be provided)
- SEO optimized (client provide keywords + additional sourcing)

**SEO Optimization of site only, NOT new content - \$100 per page**

**Add-ons:**

- Additional pages - \$150 each
  - Sales/Landing pages \$175 each
  - Product pages/captions - \$80 each
  - Any pages requiring more copy for SEO will be subject to the \$0.15 per word additional fee
  - Client to provide desired keywords for SEO
- SEO Optimization of site only

## **GENUINE BIO WRITING**

\$300/long + short-form/one-time project

I love to help people communicate their authenticity and see where I can provide them with more confidence from my perspective. Similar to the Content Strategy Session, and the Webpage Copy, I will write your Biography for your website and a short-form version for LinkedIn or similar professional platforms for your professional promotion.

This can be a one-off project separate from the items above (or an add-on) and the goal is to help you better identify your assets to promote to the world in an authentic way.

## **BRANDING DOSSIER**

\$2500/one-time project

This Dossier is a hybrid package. It will begin with the Intuitive Content Strategy Session, and found in this extended and comprehensive version of the branding dossier, it will include webpage copy, an SEO keywords list for future use, your bio (short and long-form) and an aesthetic mood board, including colour palette, fonts and other symbolism.

You can take this dossier directly to a web designer outlining all that they are looking for from a client. Whether this is you growing your personal brand or you need help jumpstarting your new business plan toward presentation, this package will equip you with all you need to go to a web designer of your choice.

# **RECURRING**

## **BRAND STORYTELLING**

\$2500+/monthly rate/custom package

You are within the Media and/or Wellness space and you want to cultivate a stronger presence for your business + associated personal brand. Let's tell your authentic story, weaving the correlations between you and your biz and also create new outside of the box opportunities for growth. This hybrid package of Content Creation/Marketing/Publicity includes:

- Mini-strategy sessions for brainstorming new ideas (1 hour biweekly)
- Action plans designed and implemented

- Blogs for site (other publishing opportunities source)
- Social Media Copy + content calendar created - 2 - 4 posts weekly + additional guidance
- Website Copy SEO refresh quarterly (as needed)
- Cultivating Media Relationships and Publicity outreach
- Any additional written copy such as press releases, articles and other promotional materials. \*I reserve the right to publish any pieces under my byline whilst representing you.\*

This monthly service is recommended for quarterly, 6 months or a year to see the evolutionary process. Please note that there will be an associated non-refundable 25% deposit reflective of the number of months of service determined.

## RESOURCEFUL BLOGGING

\$500/month/4 posts

My main squeeze, blogging. EGOxLESS started as a blog and has evolved, and blogging for others has been the launching into all this magic. I would like to think that I have this practice down to a science.

- Up to 800 words
- Formatted accordingly
- SEO optimized (client provide keywords + additional sourcing)
- Images sourced (if you have a stock photo account, please provide access.)

### Add-ons:

- Additional words over 800, \$0.15 per word (1000 word post is \$155 as an example)
- Graphic designed images/Original photos + edits \$45/each
- Social Media captions created in tandem \$35/each for Copy
- Customizable for biweekly and monthly blog posts as well.

## ENGAGING SOCIAL MEDIA CONTENT

\$550/month/12 posts max (repurposed on all platforms)

It's often difficult to write your own social media content, and it can become a pain if you have a multitude of other moving parts at play. Let's connect over your branding voice and put out insightful and engaging content on a schedule that suits your needs.

- 1 caption written and translated to up to 4 platforms (same post tailored to different social profiles, equals a single post)
- Client provides imagery - image sourcing or graphic design

### Add-ons:

- Graphic designed images/Original photos + edits \$45/each

## **LOOKING FOR THE SECRET MENU?**

Inquire in the contact form below for any of the following:

- Publicity (Pitches and/or Articles, Press Releases, Media Kits)
- Proposal Writing (Business, Creative, Grant, Sponsorship)
- Event Production (Production Templates, Program Schedules)
- Scripts (Livestreams, Meditation)
- Brand Guidelines

Send me some more info and I will quote accordingly.

**Email me at [egoxless@gmail.com](mailto:egoxless@gmail.com) to discuss the service package you are looking to proceed with and we can put together the best option for you.**

**I will follow-up with a formal outline of services in a contract and we will get to work upon signing!**